Application No. 09/943,609   193645.01/MFCP.145676
Response Filed 05/07/2009
Reply to Office Action of: 11/07/2008

AMENDMENTS TO THE CLAIMS:

Claims 1-15 and 18-49 are pending in the subject application. Each of claims 1-3, 6-9, 12-15, 18-20, 23-25, 29, 30, 32-36, 39-44, and 47-49 has been amended herein. This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1.   (Currently Amended) A method for processing ~~payload~~ advertisement requests, the method comprising:

obtaining a set of advertisement target market segment criteria from an advertiser for delivering at least one ~~payload~~ advertisement, the set of advertisement target market segment criteria including one or more advertisement target market segment criterion;

utilizing a first computing process, generating a set of target market segment arrays having a target market segment array corresponding to each advertisement target market segment criterion in the set of advertisement target market segment criteria, wherein each target market segment array in the set of target market segment arrays includes a plurality of array elements corresponding to periods of time;

obtaining a request for ~~a payload~~ an advertisement from one of a user and a content provider, the ~~payload~~ advertisement request including ~~a set of requests having~~ one or more target market data elements, ~~criterion~~ wherein the ~~payload~~ advertisement request is associated with a time; and

upon determining that at least one of the target market data elements corresponds to a particular advertisement target market segment criterion obtained

from the advertiser, incrementing a numerical identifier in the <u>one or more of the</u> plurality of array elements <u>included in the target market segment array that corresponds to the particular advertisement target market segment criterion utilizing a second computing process, the numerical identifier</u> corresponding to the time associated with the ~~payload~~ <u>advertisement</u> request<u>,</u>

<u>wherein the first and second computing processes are performed by one or more computing devices.</u>

2.   (Currently Amended) The method as recited in Claim 1, wherein generating a set of <u>target market segment</u> arrays <u>having a target market segment array corresponding to each</u> <u>advertisement target market segment criterion</u> ~~criteria~~ in the set of <u>advertisement target market segment</u> criteria includes:

parsing the set of <u>advertisement target market segment</u> criteria in a particular order; and

generating a set of arrays in an order corresponding to the particular order of the set <u>of advertisement target market segment</u> criteria.

3.   (Currently Amended) The method as recited in Claim 1<u>,</u> further comprising processing [[the]]<u>a plurality of</u> numerical identifiers in the set of <u>target market segment</u> arrays to predict an estimated number of future ~~payload~~ <u>advertisement</u> requests.

4.   (Original)   The method as recited in Claim 3, wherein the processing includes applying a trend analysis.

5.   (Original)   The method as recited in Claim 4, wherein the trend analysis includes a least-squared trend analysis.

6.   (Currently Amended) The method as recited in Claim 4, wherein the trend analysis includes a [[liner]]linear regression trend analysis.

7.   (Currently Amended) The method as recited in Claim 4, wherein the trend analysis includes [[as]]a set theory trend analysis.

8.   (Currently Amended) The method as recited in Claim 1, wherein the payload advertisement is an advertisement from an advertisement campaign.

9.   (Currently Amended) The method as recited in Claim 8, wherein the set of payload advertisement target market segment criteria includes user demographic information.

10.   (Original)   The method as recited in Claim 9, wherein the user demographic information includes a user age.

11.   (Original)   The method as recited in Claim 9, wherein the user demographic information includes a user gender.

12.   (Currently Amended) The method as recited in Claim 8, wherein the set of payload advertisement target market segment criteria includes one or more keywords.

13.   (Currently Amended) The method as recited in Claim 8, wherein the set of payload advertisement target market segment criteria includes an identifier of a target content provider.

14.   (Currently Amended) The method as recited in Claim 1, wherein each array in the set of target market segment arrays array includes 168 array elements.

15.   (Currently Amended) The method as recited in Claim 14, wherein the array elements are representative of [[1 hour]]1-hour increments.

16-17. (Canceled).

18.   (Currently Amended) A computerized system for processing ~~payload~~ advertisement requests, the ~~payload~~ advertisement requests each being associated with a set of ~~payload criteria~~ one or more target market data elements ~~having one or more criterion~~, the system comprising:

a payload processor operable to obtain ~~the payload criteria~~ a set of advertisement target market segment criteria and generate a set of target market segment arrays having a target market segment array corresponding to each advertisement target market segment criterion in the set of advertisement target market segment ~~payload~~ criteria, wherein each target market segment array in the set of target market segment arrays includes a plurality of array elements corresponding to periods of time, the payload processor further operable to obtain an advertisement request from one of a user and a content provider, the advertisement request including one or more ~~a set of payload request criteria~~ target market data elements, and increment a numerical identifier in the plurality of array elements corresponding to a time associated with the ~~payload~~ advertisement request; and

a payload manager residing on at least one computing device, the payload manager operable to ~~evaluate the set of advertisement target market segment criteria using~~ ~~obtain~~ the set of target market segment arrays [[arid]]and to process data within the set of target market segment arrays.

19.   (Currently Amended) The system as recited in Claim 18, wherein the ~~payload~~ advertisement is ~~an advertisement~~ from an advertisement campaign.

20.   (Currently Amended) The system as recited in Claim 19, wherein the set of ~~payload~~ advertisement target market segment criteria includes user demographic information.

21.   (Original)   The system as recited in Claim 20, wherein the user demographic information includes a user age.

22.   (Original)   The system as recited in Claim 20, wherein the user demographic information includes a user gender.

23.   (Currently Amended) The system as recited in Claim 18, wherein the set of ~~payload~~ advertisement target market segment criteria includes one or more keywords.

24.   (Currently Amended) The system as recited in Claim 18, wherein the set of ~~payload~~ advertisement target market segment criteria includes an identifier of a target content provider.

25.   (Currently Amended) The system as recited in Claim 18, further comprising a user information store operable to obtain a user identifier and provide user identifier criteria to the ~~set of payload request criteria~~ target market data elements.

26.   (Original)   The system as recited in Claim 18, wherein the payload manager is operable to generate future payload and request capacity data by processing the data within the set of arrays.

27.   (Original)   The system as recited in Claim 26, wherein the payload manager generates future inventory payload data by applying a forecasting method.

28.   (Original)   The system as recited in Claim 27, wherein the forecasting method includes a least-squared trend analysis.

29.   (Currently Amended) The system as recited in Claim 27, wherein the forecasting method includes a [[liner]]linear regression trend analysis.

30.   (Currently Amended) The system as recited in Claim 27, wherein the forecasting method includes [[as]]a set theory trend analysis.

31.   (Previously Presented)   The method as recited in Claim 1, wherein the plurality of array elements includes 168 array elements.

32.   (Currently Amended) The method as recited in Claim 1, wherein the plurality of array elements are representative of [[1 hour]]1-hour increments.

33.   (Currently Amended) The system as recited in Claim 18, wherein the payload manager is operable to generate advertisement campaign compliance data by processing the data within the set of target market segment arrays.

34.   (Currently Amended) A computer-readable medium having computer-executable components embodied thereon that, when executed by a computing device, perform a method for processing payload requests, the computer-readable medium comprising:

    a payload processing component operable to obtain payload criteria a set of advertisement target market segment criteria including one or more advertisement target market segment criterion corresponding to a payload an

advertisement request and generate a set of target market segment arrays corresponding to each criterion in the set of ~~payload~~ advertisement target market segment criteria, wherein each target market segment array in the set of target market segment arrays includes a plurality of array elements corresponding to periods of time, the payload processing component further operable to obtain an advertisement request including one or more target market data elements, ~~a set of payload request criteria~~ and increment a numerical identifier in the plurality of array elements corresponding to a time associated with the ~~payload~~ advertisement request; and

a payload manager, the payload manager operable to evaluate the set of advertisement target market segment criteria using ~~obtain~~ the set of target market segment arrays [[arid]]and to process data within the set of target market segment arrays.

35. (Currently Amended) The computer-readable medium as recited in Claim 34, wherein the ~~payload~~ advertisement is an advertisement from an advertisement campaign.

36. (Currently Amended) The computer-readable medium as recited in Claim 34, wherein the set of ~~payload~~ advertisement target market segment criteria includes user demographic information.

37. (Original) The computer-readable medium as recited in Claim 36, wherein the user demographic information includes a user age.

38. (Original) The computer-readable medium as recited in Claim 37, wherein the user demographic information includes a user gender.

39.   (Currently Amended) The computer-readable medium as recited in Claim 34, wherein the set of ~~payload~~ advertisement target market segment criteria includes one or more keywords.

40.   (Currently Amended) The computer-readable medium as recited in Claim 34, wherein the set of ~~payload~~ advertisement target market segment criteria includes an identifier of a target content provider.

41.   (Currently Amended) The computer-readable medium as recited in Claim 34, further comprising a user information component operable to obtain a user identifier and provide user identifier criteria to the ~~set of payload request criteria~~ target market data elements.

42.   (Currently Amended) The computer-readable medium as recited in Claim 34, wherein each target market segment array in the set of [[array]]target market segment arrays includes 168 array elements.

43.   (Currently Amended) The computer-readable medium as recited in Claim 42, wherein the array elements are representative of [[1 hour]]1-hour increments.

44.   (Currently Amended) The computer-readable medium as recited in Claim 34, wherein the payload manager is operable to generate future payload and request capacity data by processing the data within the set of target market segment arrays.

45.   (Original)   The computer-readable medium as recited in Claim 44, wherein the payload manager generates future inventory payload data by applying a forecasting method.

46.   (Original)   The computer-readable medium as recited in Claim 45, wherein the forecasting method includes a least-squared trend analysis.

47.   (Currently Amended) The computer-readable medium as recited in Claim 45, wherein the forecasting method includes a [[liner]]linear regression trend analysis.

48.   (Currently Amended) The computer-readable medium as recited in Claim 45, wherein the forecasting method includes [[as]]a set theory trend analysis.

49.   (Currently Amended) The computer-readable medium as recited in Claim 34, wherein the payload manager is operable to generate advertisement campaign compliance data by processing the data within the set of target market segment arrays.